

# How are you building community both in and around your business?



*KELLY ZENKEWICH, CAPITAL IDEAS*

[More from Kelly Zenkewich, Capital Ideas](http://CALGARYHERALD.COM/AUTHOR/KELLY-ZENKEWICH-CAPITAL-IDEAS) (HTTP://CALGARYHERALD.COM/AUTHOR/KELLY-ZENKEWICH-CAPITAL-IDEAS)

Published on: October 14, 2015 | Last Updated: October 14, 2015 9:11 PM MST

Calgary entrepreneurs were asked the ways they build community in and around their businesses.

Here's what members of our community had to say about building and maintaining positive relationships:

“We volunteer to assist many non-profits, many times eating up costs that do not show up on a balance sheet. We have rented trucks, provided specialized cargo insurance and other things. It rewards us not only in business, but a feeling of satisfaction from a job well done knowing we have helped others be better off. We have found new business connections in addition to knowing I have taught others and given them help up, rather than just a hand out. We encourage others to help non-profits as it reduces their need on government help as well and builds character and leadership.”

— Ralph Meyer, president and founder of [RMMT Enterprises Delivery](http://rmmt.ca) (<http://rmmt.ca>)

“I did not deliberately set out to build my community around my business, but it happened gradually over the course of two years. Earlier this year, I launched a daily video challenge simply to encourage business owners to stop being afraid of the camera. What emerged was a community of like-

mindful people who saw their own fears reflected in others. Now, “graduates” of the challenge are my ambassadors who are sharing the upcoming challenge with others and helping to build an even bigger community.”

— Dana Goldstein, CEO and chief producer at [Chic Flicks](http://chicflicks.ca)  
(<http://chicflicks.ca>)



Dale Macdonald, director at Elite Sport Performance. *SUPPLIED*



*Blend profession with passion. As a sports doctor, it helps that I’m passionate about sports. Every staff member in my office is passionate about athletics too, it’s integral to getting hired. Our patients relate to this authenticity and our like-*

*mind*ed community grows.

— Dale Macdonald, director at Elite Sport Performance  
(<http://elitesportperformance.com>)

“It’s less about building a community, or about having a robust community investment team out there telling stories. It’s more about having a sense that you are doing something that makes real impact and change for the better of your community. At Village Brewery pretty much every initiative we take is built around real impact and change, for the purpose of the company is to use the social power of beer to gather people around community. Each initiative we build or support is purpose-built to make the city a better place.”

— Jim Button, co-founder of Village Brewery (<http://villagebrewery.com>)

“One of our foundation blocks revolves around the concept of social responsibility – of giving back to our community. By fostering and enhancing partnerships with those around us, we hope to help make our community better, stronger, and a more vibrant place in which to live, work, and do business.”

— Kris Hans, strategist at Market Grade (<http://marketgrade.com>)

“Community is about like-minded people who enjoy interacting with each other. Building a community as a small business owner is about choosing to work with people you like being around every day and who think the same about you. It is also a community of similar interests and values, focusing on helping small business owners who dare to make the difference.”

— Ave Peetri, owner and coach at Confident Marketing  
(<http://confidentmarketing.com>)

“I have sat on various not-for-profit boards to provide leadership and input in the area of communications. As a company leader, I gain experience, knowledge and information that I would not otherwise have. Networking happens but that is not the reason to be involved. Community

support at the company and personal level is just the right thing to do to.”  
— Robyn Braley, president of [Unimark Creative \(http://unimarkcreative.com\)](http://unimarkcreative.com)

*These answers are in response to a question posed by Charles Richard Cotton, president of [Enlightened Soccer Inc \(http://soccergenius.co/\)](http://soccergenius.co/)., here's his take:*

“By far, the most impactful way we create a community, is knowing every person we interact with by first name. This helps create a genuine connection and opens doors to meaningful and often lasting relationships. I also am very passionate about building positive spaces where our clients and nonclient communities can come together. In a very real physical sense this is embodied in the new SoccerGenius Centre I’m opening in October. It’s a great place where our growing community gets to play and is a welcoming environment for new clients to experience what we have to offer.”

## Get Involved!

Answer our next question: **When should you start planning for succession, and how do you prepare?**

Submit your answers [at the Capital Ideas website \(http://capitalideascalgary.com/home/latest-question/?source=CH1001\)](http://capitalideascalgary.com/home/latest-question/?source=CH1001) by Monday afternoon. We’ll publish the best answers, along with your business name and website.

*This article was produced by [Capital Ideas \(http://capitalideascalgary.com/?source=CH1001\)](http://capitalideascalgary.com/?source=CH1001), a product of Postmedia Labs, in collaboration with ATB Business.*

**PRINCESS AUTO**  
SALE FROM TUESDAY, NOVEMBER 17<sup>th</sup> to 29<sup>th</sup>  
SAVE \$111  
SAVE 38%  
GIFTS FOR YOUR GARAGE  
HOVER FOR FLYER  
PRINCESS AUTO

**HI-TECH SAVINGS!**  
photo | electronics | computers | audio-video systems | phone-4eb  
We'll match competitors' advertised prices on identical products.  
PRICEMATCH GUARANTEE  
**LONDON DRUGS**  
Hi-Tech Savings Start Friday, November 20 - Wednesday, December 2, 2015  
PROUDLY CANADIAN SINCE 1945  
RICOH THETA  
NEW  
Perfect Gift  
LONDON DRUGS EXPERT'S CHOICE  
HOVER FOR FLYER  
LONDON DRUGS

**I WANT THAT for Christmas**  
HOT! teeny drones  
SAVE \$10  
HOVER FOR FLYER  
THE SOURCE

**LONDON DRUGS**  
Savings Start Friday, November 20 - Wednesday, November 25, 2015  
health & wellness | beauty | family | hi-tech | home  
hot PRICES IN HI-TECH! 49.99  
hot PRICES 4.99 each  
Pot of Gold Chocolates 24g/70% per Ferrero Collection/Rocher 12/16 piece  
HOVER FOR FLYER  
LONDON DRUGS

## Comments

We encourage all readers to share their views on our articles and blog posts. We are committed to maintaining a lively but civil forum for discussion, so we ask you to avoid personal attacks, and please keep your comments relevant and respectful. If you encounter a comment that is abusive, click the "X" in the upper right corner of the comment box to report spam or abuse. We are using Facebook commenting. Visit our FAQ page (<http://www.calgaryherald.com/news/story.html?id=7195492>) for more information.



# POSTMEDIA

([HTTP://WWW.POSTMEDIA.COM](http://www.postmedia.com))

© 2015 Postmedia Network Inc. All rights reserved.

Unauthorized distribution, transmission or republication strictly prohibited.

Powered by WordPress.com VIP (<https://vip.wordpress.com/>)